ABSTRACT OF THE DISCLOSURE

For a horizontally arranged head in which nozzle rows are arranged parallel with a scanning direction of the print head, two of a plurality of ink colors used which have the largest hue difference are selected. Then, between the nozzle rows for these two colors, at least two nozzle rows for other colors are arranged so that the first nozzle row for the two colors have a large inter-nozzle-row distance. Then, the resulting print head is used for printing. If cyan, light cyan, magenta, light magenta, yellow, and black are used as ink colors, the light cyan, black, yellow, and light magenta inks are arranged between the cyan and magenta inks, having a large hue difference.